



TOURISM MANAGEMENT BOARD

Trade Workshop

Tuesday 21 October 2025

Agenda

08:45 – 09:15	Hannah Beacom, Tourism Management Board, Discussion Point 1
09:15 – 09:35	Deputy Sasha Kazantseva-Miller, Economic Development
09:35 – 09:55	Paul Acheson, Brittany Ferries
09:55 – 10:30	Discussion Point 2
10:30 – 10:50	Philip Saunders, Aurigny
10:50 – 11:20	Tea & Coffee break
11:20 – 11:40	Discussion Point 3
11:40 – 12:00	Sam Claxton, VisitGuernsey
12:00 – 12:20	Discussion Point 4
12:20 – 12:30	Helen Glencross, Guernsey Museums
12:30 – 12:55	Discussion Point 5
12:55 – 13:00	Wrap-up

Hannah Beacom

Chair | Tourism Management Board



Meet the team - Trade

- **Hannah Beacom – Chair**
- **Nico Bezuidenhout – Carriers**
- **Clare Crowson – Travel Agent**
- **Ian Vaudin – On island transportation**
- **Charlie Walker – Accommodation**
- **Natalie Davidson – Events**
- **Ant Ford-Parker – Excursions and Tourist Attractions**

Meet the team – States of Guernsey

- **Deputy Lee Van Katwyk – Committee for Economic Development, Tourism lead**
- **Zoe Gosling – Lead Marketing Officer for VisitGuernsey**
- **Rob Moore – Senior Relationship Manager – in an advisory position**

Aims for this morning

- **To measure this season against the aims of the Tourism Management Framework**
- **To seek your guidance on the pressing issues relevant to updating the Tourism Framework**

Discussion Point 1

Temperature check



How does your 2025 compare to 2024?



How do 2026 forward bookings compare to the same time last year ?



What factors have had the greatest impact on your responses to the two questions above?



15-minute discussion | 5 minutes feedback from tables

Performance against key pillars of the Framework

Productivity

- **Lengthen the season to generate year-round value**
- **Increase collaboration across the tourism industry**
- **Target younger and multi-generational visitor groups**
- **Increase average length of stay and spend**

Performance against key pillars of the Framework

Competitiveness

- **Safeguard bed stock**
- **Improve the tourism product (quality, attractions, experiences)**
- **Ensure air & sea links provide capacity and reliability**
- **Provide an industry-wide excellent visitor experience**

Performance against key pillars of the Framework

Stewardship

- **Balancing growth whilst preserving environment, heritage**

GST

- **Industry being asked to plan for introduction, whilst SoG have a second workstream looking at corporation tax and other potential fundraising mechanisms**
- **If we want government investment in our industry, they must have adequate finance themselves**

Deputy Sasha Kazantseva-Miller

President of the Committee *for* Economic Development



Paul Acheson

Brittany Ferries



Discussion Point 2



How many bookings have been turned away through lack of capacity or any other issues?



Can we quantify?



Where is the tipping point for further investment in accommodation, transportation etc?



15-minute discussion | 5 minutes feedback from tables

Tea & Coffee break

20 minutes



A full-page photograph of a family of three playing in the ocean at sunset. A young boy in red swim trunks is running through the water, holding the hands of two young girls. The girls are wearing patterned swimsuits and are also running through the water, splashing. The sun is low on the horizon, creating a warm, golden glow across the sky and water. The sky is filled with soft, wispy clouds. In the background, a sandy beach and some distant buildings are visible.

Philip Saunders

Aurigny

Discussion Point 3



What new links should we be investigating?



Where do you have contacts to create new business?



10-minute discussion | 5 minutes feedback from tables



The ISLANDS of
GUERNSEY

Trade & Media website

Sam Claxton | Marketing Manager

The now.

Guernsey Trade Media is the central communications platform for VisitGuernsey to engage with tourism partners and media, locally, and across the UK, France, and beyond.





Guernsey Trade Media

Subscribe

Welcome

The home of all things tourism for those who sell, promote and represent the Islands of Guernsey. From marketing materials and product information through to the latest news, this online hub will keep you up to date with what goes on 'behind the scenes' of such a unique and special holiday destination.



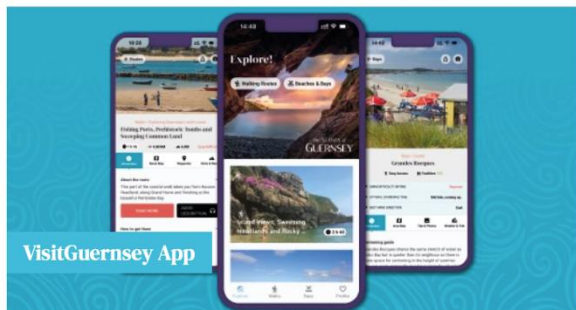
Strategy



Campaigns



Media Library



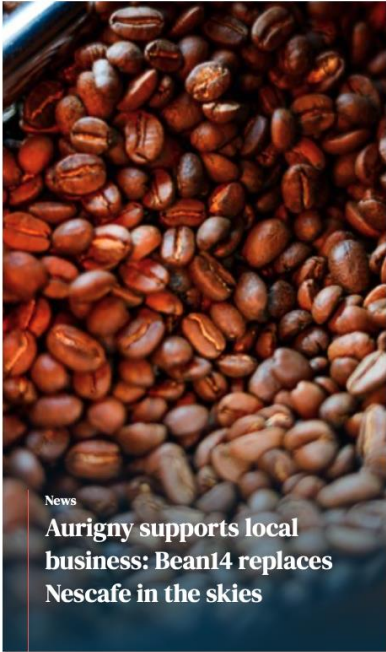
VisitGuernsey App

guernseytrademedia.com

Latest News



News
Guernsey hosts landmark Travel Conference, welcoming more than 60 industry experts



News
Aurigny supports local business: Bean14 replaces Nescafe in the skies

News
The Blonde Hedgehog awarded prestigious Michelin Key for exceptional hospitality

Alderney’s award-winning boutique hotel has been honoured with a new international accolade, which recognises the world’s most exceptional hotels.

News
Tourism Management Board invites event & activities grant submissions

The Tourism Management Board is inviting grant submissions from event and activity organisers seeking financial support towards their events and activities for next year and beyond.

News
Agents treated to a taste of the islands during training event

Virtual training event

View All

Subscribe

Latest Media

Visit Media Library



Partnership Packages & Opportunities

Teamwork is the best way to get your business in front of the right people, at the right time. You can take advantage of our knowledge, statistics, surveys and research as well as accessing our already engaged audiences across digital, print, social media and mailers.

Marketing packages for trade



The problem.

The current website falls short in delivering a modern, intuitive user experience and lacks the structure required to effectively communicate strategic updates, industry data, campaign activity, and press materials.

Our goals.



**Improve user
experience (UX)**



**Enhance the media
library's usability and
flexibility**



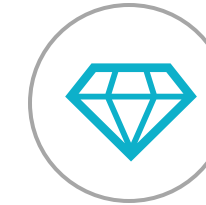
**Communicate
VisitGuernsey's work
and impact to the
community**



**Drive better
engagement with
trade partners**



**Improve design and
functionality of
industry data**



**Make the site a
valuable resource for
industry partners**

The four phases.

1. Discovery
2. UX Design
3. Development
4. QA & Launch

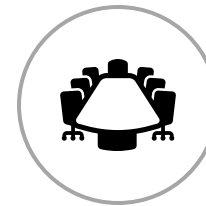
Consultation



Feedback provided in-person during our summer trade event



A survey circulated in two trade mailers



Engagement with the TMB, who collated feedback from their respective industries

Inspiration.



Page	Views Jan – Sept 2025
Media Library	6,345
Home	4,799
Login	2,697
Latest news	1,604
Facts & figures	1,292
Specific news articles	1,290
Harbour stats	505

Areas of focus.

Strategy & Campaigns

- Overview of Current Tourism Strategy
- Annual Marketing Calendar
- Priority Markets & Audiences Breakdown
- Strategic Pillars & KPIs
- Link to Campaign Toolkits & Case Studies

Research, Insights & Performance

- The Value of Tourism Infographics
- Tourism Statistics
- Product Research
- Visitor Sentiment & Market Trends Reports

Media Library

- Unified Image & Video Search
- Advanced Filtering & Search Overhaul
- Detailed Metadata for Each Media Item (Including usage rights)
- Multiple Download Options
- Favouriting / Lightbox for batch downloads
- Download history or usage reporting

News

- Press Releases
- Tourism Industry Updates
- Success Stories & Good News
- Filtering & Search Options

Trade & Industry

- Selling Guernsey (Destination overview, seasonal focuses, market-specific messaging)
- Trade Toolkits
- Logos, Brand Guidelines, Fonts
- Partnership Packages Brochure
- Digital Advertising Specs & Deadlines
- Showcase of Previous Partner Involvement





Thank you

Discussion Point 4



What product is missing on island?



What are current customers asking for?



What will our future customer's expectations be?



15-minute discussion | 5 minutes feedback from tables

A photograph of two children, a girl in a yellow jacket and a boy in a blue jacket, standing on a stone wall and looking out over the ocean. In the distance, a lighthouse is visible on a small island. The sky is blue with white clouds. The text 'Helen Glencross' is overlaid in the center.

Helen Glencross

Guernsey Museums

Millenium
2027 European Year of the Normans



States of Guernsey
Culture and Heritage

The ISLANDS of
GUERNSEY

Millenium, 2027 European Year of the Normans



A cultural programme initiated by the Région Normandie.

It will commemorate the 1000th anniversary of William the Conqueror's birth and celebrate the legacy of the Normans across Europe.

This year long event will take place in Normandy and throughout:

- United Kingdom
- Ireland
- Southern Italy
- Norway
- Denmark
- The Channel Islands

Millenium, 2027 European Year of the Normans



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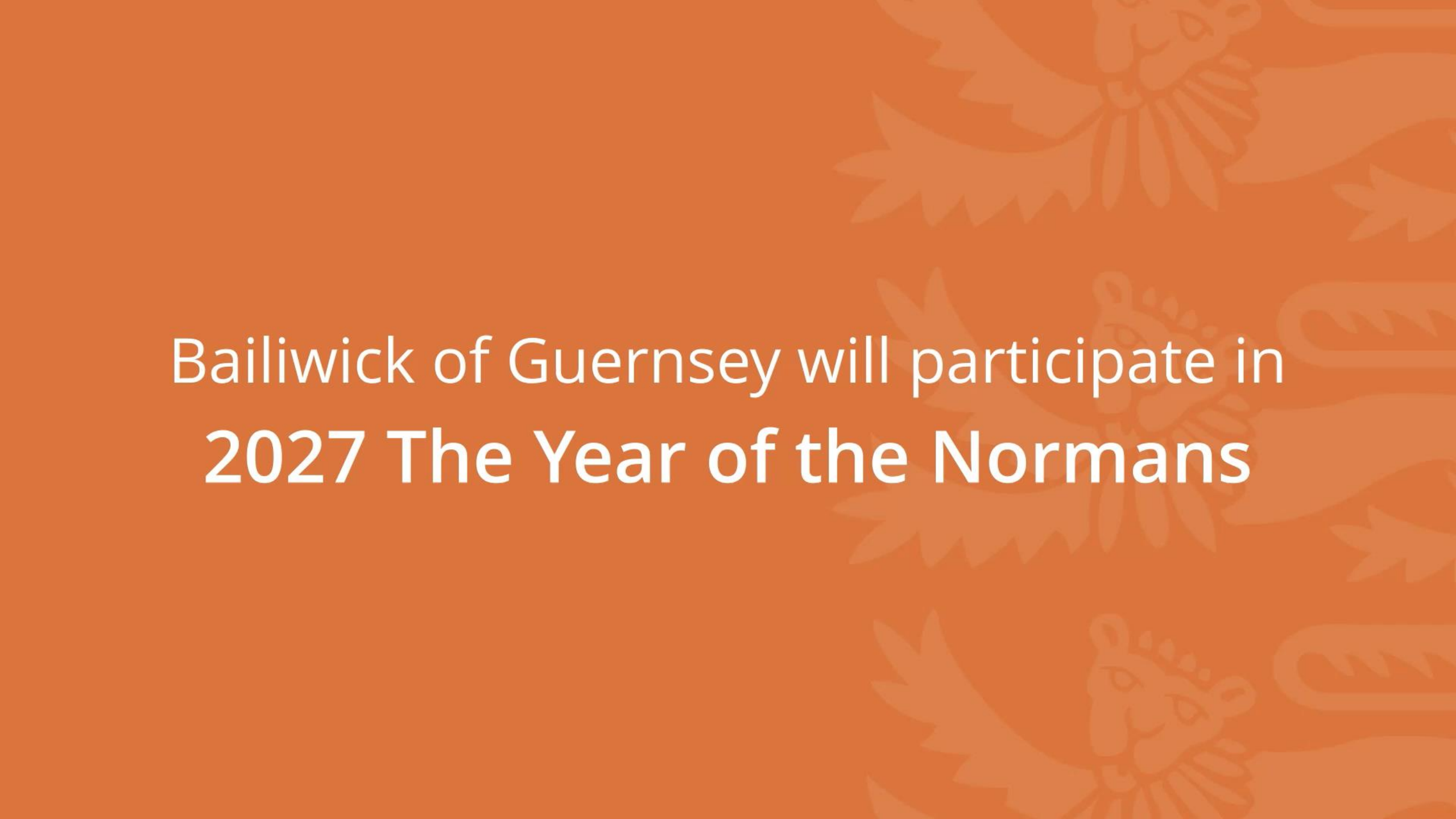
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- Denmark
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2027 – Why take part?

- We have been invited and it's an opportunity not to be missed!
- Guernsey's unique historical and cultural connections to Normandy make it a natural and proud participant in the 2027 celebrations.
- Our Norman roots are still visible today in our legal system and our native languages and we have strong cultural ties with France.
- But 2027 isn't just about looking back, it is also about exploring the modern connections that link Guernsey to Normandy and wider Europe.



Bailiwick of Guernsey will participate in
2027 The Year of the Normans

Stakeholders

- Guernsey Museums
- National Trust of Guernsey
- Victor Hugo Centre
- Guernsey Photography Festival
- Guernsey Arts
- Guernsey Eisteddfod
- Guernsey Literary Festival
- Art for Guernsey
- Guernsey Language Commission
- The Henry Euler Memorial Trust (Alderney)
- Sark Tourism...

We are also working alongside the States of Jersey, Jersey Heritage, Société Jersiaise, BIAN and Maison de Normandie

Event Ideas



- Heritage exhibitions
- Contemporary art
- Live performances
- Cross-border artistic residencies
- Re-enactments
- Festivals
- Student exchanges
- Sports
- Heritage promotion
- Guided tours
- Conferences
- Cinema and film
- Publications & Research
- Music
- Food festivals & Markets
- Educational activities...

Any other ideas?

These may be new initiatives, or they might be an existing event.
We will produce an umbrella programme and actively support organisers
but events will remain in their ownership.

Event Ideas



- **Between our Shores** – contemporary art programme led by Guernsey Arts including performances, artist exchanges, exhibitions, student participation.
- **We are the Normans** – major exhibition at Guernsey Museum.
- **Art Exhibition** at Art for Guernsey
- **Timeline** – to be created to tell our Norman story, linking with the local and European programme.
- **Norman Trail** – a multi-partner series of locations / displays / exhibitions could be created to tell visitors and islanders about our Norman story.
- **Language regeneration** – using our native languages throughout the year. The 2027 Fete des Normands will be in Guernsey.
- **Playmobil Exhibition** – loaned from France, to be shown in a public venue.
- **Guernsey Eisteddfod** – music / language / arts and crafts
- **Guernsey Literary Festival** – use Norman themes and possibly link to a Normandy festival
- **Norman Law Conference** – with University of Caen.
- **Education** – developing resources for schools and the community.
- **Medieval Festival** - building on our Fete d'Etai, possible link to Fete des Betes and Fes des Normands. Seafront procession with community participation.
- **Music** - new music and an opera have both been proposed. These could tour in France and the UK – talking to Rouen Opera.
- **Maritime heritage** – Maritime Festival / conference.

Visit Guernsey

VisitGuernsey is working with tourism partners across Europe, including Normandie Tourisme, Atout France, Visit Britain, Visit Norway, Visit Denmark, Visit Jersey, Tourism Ireland and Tourism Basilicata to promote:

- A Europe-wide events programme
- The Normandy Trail - linking destinations with shared Norman heritage

Next steps include:

- Launching a central website for events and destinations
- Creating travel packages with tour operators and carriers
- Coordinating new and existing products to attract visitors
- Contributing to a joint European working group

Labelling and Funding

Labelling:

- Normandy will also approve projects for labelling with or without their funding. They will be able to carry the 2027 Year of the Normans branding and will be promoted by the Région Normandie as part of the official programme.
- We will also consider developing local labelling for smaller scale activities.



MILLENNIUM

2027, EUROPEAN YEAR OF
THE NORMANS **1027-2027**

Labelling and Funding



Funding:

- Financial support from the Normandy Regional Council is available if organisations outside Normandy collaborate on a European orientation project with an eligible organisation based in Normandy. The next round of project submissions will start in November 2025.
- At present the only funding available locally is through the Guernsey Arts grant scheme or the TMB events fund.
- The Project Team aim to make a funding request once the programme is developed in early 2026.

Timeline



Oct 2024:	2027 conference in Caen
May 2025:	Director of the project, Jean Gabriel Guyant and the Director of Normandy Tourism, Michael Dodds briefly visited Guernsey. Candice Rousseu, has also visited.
Aug / Sep:	Meetings with cultural stakeholders
Sep 2025:	Visit to Le Havre & Rouen
10 th October:	2027 launched in Caen
November:	British Council meeting in London / 2027 branding launch at the World Travel Fair
November:	Guernsey workshops to develop the programme
November:	Submit any partnered projects for funding bids (mid Nov – end of Jan)
31 st January 26:	Closing date to register local projects
Q2 2026:	Outline programme for 2027
June 2026:	Summit in Caen
Q3 2026:	Make programme available to tour operators

Key Dates

- **Workshops** – register your interest with us. We will put on more dates if required.

Wednesday 12th November: 13.00 – 14.00

Thursday 13th November: 17.00 – 18.00

- **Normandy partner projects** – submission period is November 2025 – January 2026
- **Guernsey projects / events / activities** – register with us by 31st January 2026

Contacts

www.gov.gg/yearofthenormans

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Francesca Cronshaw

Francesca.Cronshaw2@gov.gg

Sustainability

BASELINE COMMITMENTS

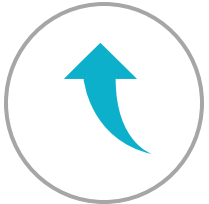
- **Reduce single use plastics**
- **Promote public transportation**
- **Use e-tickets and digital platforms**
- **Prioritise local suppliers**
- **Recyclable packaging; separation of waste**
- **Prioritise vegetarian food over meat, beef in particular**
- **Reuse stands**
- **Promote sustainability when promoting event**

Sustainability

ADVANCED ACTIONS

- **Eliminate single use plastics**
- **Track energy use**
- **Measure waste generated**

Discussion Point 5



Do our sustainability objectives go far enough?



Are they achievable?



How can we motivate event organisers to sign-up?



What resources will event organiser need to meet the objectives?



15-minute discussion | 5 minutes feedback from tables

www.guernseytrademedia.com

Thank you for coming

TOURISM
MANAGEMENT BOARD

